

While any business owner may place a sign(s) on their vehicle to advertise their business, the City's Sign Standards include specific regulations applicable to these vehicles, their use, and how they may be parked.

Do I need a permit to place a sign on my vehicle?

No permit or other authorization from the City is needed to place a sign(s) on your vehicle.

Where may I review the standards specific to vehicle signs?

The standards for vehicle signs are included in Section 10-50.100.020.D (Exemptions) of the Zoning Code, specifically Subsection 17 (Vehicle Signs).

Section 10-50.100.040.A (Location Restrictions), specifically Subsection 7, establishes the conditions under which vehicles with signs on them may be parked to ensure that they are not used as additional signage for the business. City staff will enforce these parking prohibitions uniformly to all businesses in the City.

What are the standards for vehicle signs?

This Subsection of the Zoning Code essentially states that signs indicating the name of the owner or business that are permanently placed on the vehicle are exempt from the provisions of the sign standards provided the vehicle is consistently used in the normal daily conduct of the business, e.g., when a company vehicle is being used for transporting and delivering goods or providing services related to the business.

Such signs may be:

- Painted or wrapped on the surface of a vehicle;
- Adhesive vinyl film affixed to the interior or exterior surface of a vehicle window; or
- Signs magnetically attached to a vehicle .



These are permitted

What are the location restrictions relating to vehicle signs?

These standards may be summarized as follows:

A vehicle with signs on it may not be parked, displayed, or stored for the purpose of exhibiting advertising or advertising a business. The specific language of this standard is:

"Any sign mounted, attached, or painted on a trailer, boat, or other motor vehicle when the principal use of the vehicle at the time of the display is for the display of the sign and the vehicle is parked, stored, or displayed conspicuously on public or private property for the purpose of exhibiting commercial advertising,

advertising an on-site or off-site business, or supplying directional information to an off-site business or service [is prohibited]."



NOT permitted

Vehicles with permanent signs on them are permitted provided:

- The vehicle is used regularly and consistently in the normal daily conduct of the business, e.g., when a company vehicle is being used for transporting and delivering goods or providing services related to the business.
- All such vehicles must be operable and properly licensed.
- Further, when these vehicles are not being used to conduct daily business, they must be parked or stored in a lawful and authorized manner on the business property so as not to be visible from the public right-of-way. Where parking limitations on the business property prevent the business owner from parking the vehicle in a manner not to be visible from the public right-of-way, the vehicle shall be parked as far from the public right-of-way as possible.



These are NOT permitted



Vehicles and equipment engaged in active construction projects, and the on-premise storage of equipment and vehicles offered to the general public for rent or lease, e.g., at a car dealership, are exempt from the previous standard.